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FAX NO : 1-571-273-8300  
TO : Commissioner for Patents  
Mail Stop: Amendment  
FROM : Oleg F. Kaplun  
DATE : March 31, 2006  
SUBJECT : U.S. Patent Appln. Serial No. 09/653,767  
for *Frames-Based Advertising Service with  
Response and Activity Reporting*  
Inventor(s): Allan et al.  
Our Ref.: 40116/06801

NUMBER OF PAGES INCLUDING COVER : 4

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Please see attached

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Attorney Docket No. 40116/06801 (A-68678)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor(s) : Allan et al.  
Serial No. : 09/653,767  
Filing Date : September 1, 2000  
For : Frame-Based Advertising Service With Response And  
Activity Reporting  
Group Art Unit : 3629  
Examiner : Jonathan P. Ouellette

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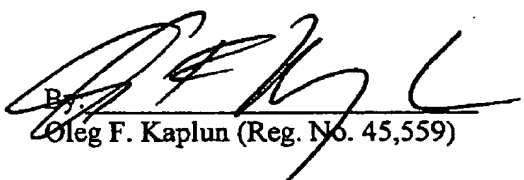
By:  Date: March 31, 2006  
Oleg F. Kaplun (Reg. No. 45,559)

TRANSMITTAL

Transmitted herewith please find a Response to the Office Action mailed March 6, 2006 for filing in the above-identified application. No fees are believed to required. However, the Commissioner is hereby authorized to charge the Deposit Account of Fay Kaplun & Marcin, LLP No. 50-1492 any additional required fees. A copy of this paper is enclosed for that purpose.

Respectfully submitted,

Dated: March 31, 2006

  
Oleg F. Kaplun (Reg. No. 45,559)

Fay Kaplun & Marcin, LLP  
150 Broadway, Suite 702  
New York, N.Y. 10038  
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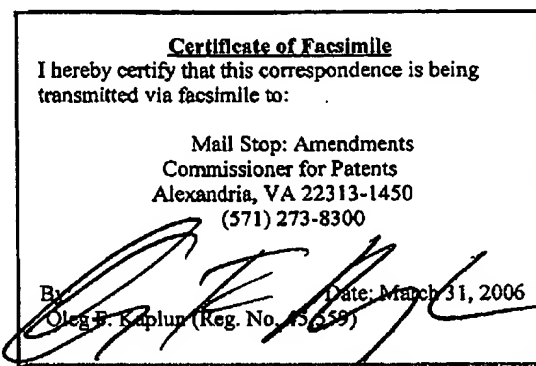
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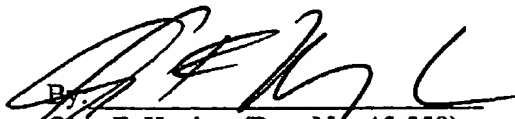
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Commissioner for Patents  
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Alexandria, VA 22313-1450

RESPONSE

In response to an Office Action mailed on March 6, 2006 in the above-identified application, the Applicants elect Invention I corresponding to claims 1-15, 26-61, 63, 64, 67-70 and 73 for prosecution on the merits.

Respectfully Submitted,

Dated: March 31, 2006

  
By \_\_\_\_\_  
Oleg F. Kaplun (Reg. No. 45,559)

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